Request for Proposals (RFP) for

The River Course at Louisville Landing Recreation,

Town of Louisville

RFP SUMMARY:

The Town of Louisville is issuing this Request for Proposals (RFP) to solicit competitive proposals from qualified golf management companies or professional individuals to oversee the operations, maintenance, and marketing of The River Course at Louisville Landing.

Our primary goal is to identify a partner who brings innovative ideas to enhance the player experience, increase community engagement, optimize operational efficiency, and improve the financial performance of the course while maintaining affordable public access.

RFP ISSUE DATE	Thursday August ~~14~~, 2026 26 Proposal packets may be picked up at the Louisville Municipal office or found online at www.louisvilleny.gov .
PROPOSAL DUE DATE	Friday September ~~4~~, 2026 9
PRE-PROPOSAL CONFERENCE	If an in-person meeting is needed, a time can be arranged at the Town of Louisville Municipal building at a mutually agreed upon date and time.
DEADLINE FOR QUESTIONS	The deadline for questions is August 31, 2026 at 3:00 pm. Questions and/or inquiries not requiring an in-person meeting may be submitted in writing to Dan OKeefe at dan.louisville@yahoo.com.
PROPOSAL SUBMISSION PROCESS	All proposals received before the September 4th deadline will be presented to the Louisville Town Board. The Board will then review each proposal and determine which vendor will best meet the needs at The River Course.
RFP OFFICIAL CONTACT	Dan OKeefe, Councilman Town of Louisville dan.louisville@yahoo.com

The River Course at Louisville Landing is owned and operated by the Town of Louisville and open to the public. It includes a Championship 18-hole, par 71 course measuring 6,670 yards, driving range and practice pitching and putting greens.

Golfing on the St. Lawrence River started 100 years ago in late March 1926 when a group of about 100 golfers and potential golfers attended a meeting to discuss starting a Country Club. This group chose 7 members to form a committee and start the process.

By mid-April 1926, the Massena Country Club was organized with 122 charter members and golfing had begun on the 110 acre Talcott farm. By late 1955, the course was forced to relocate due to the development of the St. Lawrence Seaway and Power Project. Golfing at the current location began in 1958 and the Town of Louisville accepted the transfer of the course for operation in 2021. The contract for current golf operations is expiring and the Town of Louisville is exploring any and all options to ensure this course can continue for another 100 years.

The winning bidder will either be a direct Town of Louisville employee or may propose to use the business operations from the Town and operate the course as a private entity while still maintaining the course open to the public pursuant to a written license agreement..

As a direct employee (Head Golf Professional / General Manager) of the Town of Louisville, you will be directly accountable to the Louisville Town Board. You would be compensated at a negotiated rate for a set period. You will work closely with the Board to develop the annual budget, set the golf employment structure as well as advancing season pass fees, greens fees, operating hours, community programs and course alterations. Your business management will dictate the funds available for payroll, maintenance and equipment.

Under the license agreement option, you would have a license to use all structures and equipment located on the golf course from the Town of Louisville. You would compensate the Town of Louisville using a proposed fee for operating the golf course during the months of April through October or as you see fit depending on weather conditions. Compensation fee and length of contract will be negotiated with and approved by the Town Board and will be consistent with State Law. You would accept all course and building conditions in "as is" condition and you would agree to maintain and / or improve any and all aspects of the golf operations to ensure the facility continues to operate well into the future.

The restaurant which is located in the upper level of the clubhouse will not be included. The Town will continue to control and maintain the restaurant. However, you will work closely with the Town and/or restaurant operator to make sure that golf and restaurant operations continue to support each other and mutually benefit from each other.

Both scenarios will require working closely with the Town to ensure that the community needs are paramount.

Considering the vital importance of this golf course operations continuing to thrive within this community, these are some of the goals of the Louisville Town Board:

- It is our goal that customers that frequent this facility will be treated with kindness, respect and courtesy.
- It is our goal that both golf and restaurant business can continue to grow with the right partner.
- It is our goal that the operator of the golf course will be diligent with grounds maintenance and cleanliness and conscientious of the appearance of the facility within their control.

All bidders will submit the following:

- Personal Resume and background of operations showing successful public and / or municipal golf course management experience.
- Detailed strategic business plan. The Town Board is interested in learning about the proposed marketing strategies, technology upgrades, staffing

structures, and player development programs. The current River Course employees have performed with exceptional skill in the past and should be considered moving forward.

- Estimated revenue and expense forecast for the facility for the next several years. This includes proposed future season pass fees and greens / cart fees. Our current season pass holders have been very loyal to this facility and they will be kept in mind when deciding the outcome of this RFP.
- Financial bid form. All bidders electing the license agreement option must complete and submit this form showing how they propose to compensate the taxpayers of the Town of Louisville.

The Town of Louisville looks forward to accepting applications for this RFP and to partnering with a devoted local Golf professional or Golf Management Business to keep this facility operating for years to come!

FINANCIAL BID FORM

The River Course at Louisville Landing — Management & Operations Lease

Instructions: Bidders must complete all sections of this form and include it within their sealed proposal envelope. All figures must meet or exceed the mandatory minimum thresholds.

PART 1: BIDDER INFORMATION

- **Company/Individual Name:**
  ____
- **Authorized Representative Name & Title:**
  ____
- **Mailing Address:**
  ____
- **Phone Number:** __________________
- **Email Address:** _______________________

PART 2: PROPOSED COMPENSATION TO THE TOWN

A. Minimum Annual Guaranteed Rent (MAGR)

*Propose a flat, guaranteed annual dollar amount to be paid to the Town. Bids under **$30,000** for Year 1 will be automatically disqualified. Contract length to be determined.*

- **Contract Year 1:** $__________________ *(Minimum30,000)*
- **Contract Year 2:** $__________________
- **Contract Year 3:** $__________________
- **Contract Year 4:** $__________________

B. Percentage of Gross Revenue Fee

Propose the percentage of gross revenues to be paid to the Town if it exceeds the MAGR at the conclusion of the operating year.

- **Golf Operations** *(Greens fees, cart rentals, trail fees, memberships, driving range):*
  _______ %
- **Pro Shop Retail Sales** *(Merchandise, apparel, golf equipment, clubs/cart rentals):*
  _______ %

C. Other compensation

The Town of Louisville is open to other forms of compensation in conjunction with the previous proposed methods.

PART 3: ACKNOWLEDGMENT OF MANDATORY FINANCIAL CONDITONS

Please initial next to each item to confirm your firm's acceptance of these non-negotiable terms:

1. **Property Tax Rider:** I acknowledge that our firm will deposit **2% - 5% of all gross annual revenues** directly into a restricted account managed jointly by the Town of Louisville and the Golf business operations manager. The sole purpose of this account will be used to ensure the property taxes for this facility are adequately funded. This is in addition to, and separate from, the payments outlined in Part 2.
   Initial Here: ________
2. **Payment Schedule:** I acknowledge that the MAGR chosen in Part 2A will be billed and paid in four (4) equal monthly installments on the 1st of June, July, August, and September of each operating year.
   Initial Here: ________
3. **Restaurant Carve-Out Acceptance:** I acknowledge that the clubhouse restaurant, bar, and banquet facilities are completely excluded from this agreement. Our firm holds no rights to restaurant revenues and has no administrative authority over the Town's independent food and beverage vendor.
   Initial Here: ________

PART 4: SIGNATURE AND AUTHORIZATION

By signing below, the Proponent certifies that all information provided in this financial bid form is true, accurate, and binding for a period of ninety (90) days from the RFP submission deadline. If selected by the Louisville Town Board, the Proponent agrees to execute a formal contract incorporating these financial terms.

- **Signature of Authorized Representative:**
  ____
- **Printed Name:**
  ____
- **Date:** ______________________